

**AMENDMENTS TO THE CLAIMS**

This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing Of Claims:**

Please amend the claims as follows:

1. (Currently Amended) A method for aggregating and reporting customer feedback information, comprising:
  - conducting a survey by asking ~~one or more~~ at least one survey questions question about ~~one or more~~ at least one performance ~~categories~~ category associated with a survey subject to ~~each of one or more~~ at least one survey ~~participants~~ participant;
  - collecting responses from ~~each of the~~ at least one survey ~~participants~~ participant in response to ~~each of the~~ one or more at least one survey questions question;
  - determining performance scores for ~~each of the~~ one or more at least one performance ~~categories~~ category;
  - assembling feedback analysis information, wherein the feedback analysis information comprises the performance scores and performance comments for each of the ~~one or more~~ at least one performance ~~categories~~ category from ~~each of the~~ one or more at least one survey ~~participants~~ participant about the performance of the survey subject;
  - querying a database with the feedback analysis information associated with the survey subject and the at least one performance category for a coaching comment;

determining ~~[[a]]~~ the coaching comment for ~~each of the one or more~~ at least one performance categories category based on ~~a performance score and assembled performance comments~~ the feedback analysis information for ~~each of the one or more~~ at least one performance categories category; and

preparing a performance survey subject scorecard containing a performance score and coaching comment for ~~each of the one or more~~ at least one performance categories category.

2. (Currently Amended) The method of Claim 1, ~~whereby~~ wherein the survey subject scorecard further contains ~~one or more~~ the performance ~~comment~~ comments received from ~~one or more~~ the at least one survey participant for ~~each of the one or more~~ at least one performance categories category.

3. (Currently Amended) The method of Claim 1, ~~further comprising~~ prior to determining performance scores for ~~each of the one or more~~ at least one performance categories category, categorizing responses to ~~each of the one or more~~ at least one survey questions question by survey subject and by ~~the one or more~~ at least one performance categories category associated with ~~[[a]]~~ the survey subject.

4. (Currently Amended) The method of Claim 3, ~~whereby~~ wherein determining performance scores for ~~each of the one or more~~ at least one performance categories category includes analyzing a set of survey responses collected from ~~the one~~

~~or more~~ at least one survey ~~participants~~ participant responsive to questions about the performance of the survey subject.

5. (Currently Amended) The method of Claim 4, further comprising comparing the performance scores for ~~each of the one or more~~ at least one performance ~~categories~~ category with performance scores for the ~~one or more~~ at least one performance ~~categories~~ category from a prior survey period.

6. (Currently Amended) The method of Claim 5, further comprising comparing the performance scores for ~~each of the one or more~~ at least one performance ~~categories~~ category, ~~[[with]]~~ the performance scores for the ~~one or more~~ at least one performance ~~categories~~ category being associated with a group of survey subjects.

7. (Original) The method of Claim 1, further comprising forwarding the survey subject performance scorecard to a survey subject supervisor.

8. (Original) The method of Claim 7, further comprising posting the survey subject performance scorecard to an Internet-based web page.

9. (Currently Amended) The method of ~~Claim 4~~ Claim 1, further comprising after collecting responses from ~~each of the one or more~~ at least one survey participants in response to ~~each of the one or more~~ at least one survey ~~questions~~ question, storing the responses in a survey results database.

10. (Currently Amended) The method of Claim 9, further comprising preparing a summary report for ~~each~~ the survey subject containing responses to ~~each of the one or more~~ at least one survey ~~questions~~ question from ~~each of the one or more~~ at least one survey ~~participants~~ participant.

11. (Currently Amended) The method of Claim 10, further comprising forwarding the summary report to ~~[[the]]~~ a survey subject supervisor.

12. (Currently Amended) The method of Claim 3, ~~further comprising~~ prior to categorizing responses to ~~each of the one or more~~ at least one survey ~~questions~~ question by survey subject and by ~~one or more~~ the at least one performance ~~categories~~ category associated with a the survey subject, querying a survey results database for responses for ~~each of the one or more~~ at least one survey ~~participants~~ participant in response to ~~each of the one or more~~ at least one survey ~~questions~~ question.

13. (Canceled)

14. (Currently Amended) The method of Claim 1, further comprising prior to conducting ~~[[a]]~~ the survey by asking at least one survey ~~questions~~ question about ~~one or more~~ the at least one performance ~~categories~~ category associated with ~~[[a]]~~ the survey subject to ~~each of the one or more~~ at least one survey participants participant, identifying ~~one or more~~ the at least one survey participants participant.

15. (Currently Amended) The method of Claim 14, wherein identifying ~~one or more~~ the at least one survey participants participant includes identifying a survey sampling group based on the survey subject about which the survey is to be conducted.

16. (Currently Amended) The method of Claim 14, further comprising obtaining contact information for ~~each of the one or more~~ at least one survey participants participant.

17. (Currently Amended) The method of Claim 1, further comprising conducting the survey by live interview with ~~each of the one or more~~ at least one survey participants participant.

18. (Currently Amended) The method of Claim 1, further comprising conducting the survey by interactive voice response session with ~~each of the one or more~~ at least one survey participants participant.

19. (Currently Amended) The method of Claim 1, further comprising conducting the survey by Internet-based interview session with ~~each of the one or more~~ at least one survey ~~participants~~ participant.

20. (Currently Amended) The method of Claim 1, further comprising conducting the survey via a survey kiosk with ~~each of the one or more~~ at least one survey ~~participants~~ participant.

21. (Currently Amended) The method of Claim 1, ~~whereby~~ wherein the survey subject is an employee.

22. (Currently Amended) The method of Claim 1, ~~whereby~~ wherein the survey subject is a product.

23. (Currently Amended) The method of Claim 1, ~~whereby~~ wherein the survey subject is a service.

24. (Currently Amended) A method for creating a customer feedback performance scorecard, comprising:  
surveying a group of survey participants regarding the performance of a survey subject in association with ~~one or more~~ at least one performance categories category;  
collecting responses from each at least one survey participant;

based on at least one survey participant ~~responses~~ response, determining performance scores for ~~each of the one or more~~ at least one performance ~~categories~~ category;

assembling feedback analysis information, wherein the feedback analysis information comprises the performance scores and performance comments for ~~each of the one or more~~ at least one performance ~~categories~~ category from ~~each~~ the at least one survey participant about the performance of the survey subject;

querying a database with the feedback analysis information associated with the survey subject and the at least one performance category for a coaching comment;

tailoring a coaching comment for ~~each of the one or more~~ at least one performance ~~categories~~ category based on ~~performance scores and assembled performance comments~~ the feedback analysis information and based on a comparison of performance scores and assembled performance comments with performance scores and assembled performance comments associated with prior surveys; and

preparing a performance survey subject scorecard containing a performance score and coaching comment for ~~each of the one or more~~ at least one performance ~~categories~~ category.

25. (Currently Amended) A system for creating a customer feedback performance scorecard, comprising:

a customer service research center operative to;

to-survey a group of survey participants regarding the performance of a survey subject in association with ~~one or more~~ at least one performance categories category,[[;]] and

to-collect responses from ~~each~~ at least one survey participant; and a customer feedback performance scorecard engine operative to:

to-determine performance scores for ~~each of the one or more~~ at least one performance categories category based on survey participant responses,[[;]]

to-assemble feedback analysis information, wherein the feedback analysis information comprises the performance scores and performance comments for ~~each of the one or more~~ at least one performance categories category from ~~each~~ the at least one survey participant about the performance of the survey subject,[[;]]

to-query a coaching comments database with the feedback analysis information for coaching comments related to performance scores and performance comments,[[;]]

to-tailor a coaching comment for ~~each of the one or more~~ at least one performance categories category based on ~~performance scores and assembled performance comments~~ feedback analysis information and based on a comparison of performance scores and assembled performance comments with performance scores and assembled performance comments associated with prior surveys,[[;]] and



to prepare a performance survey subject scorecard containing a performance score and coaching comment for ~~each of the one or more~~ at least one performance ~~categories~~ category.